

Glow.



Case study

Doing business the right way to drive sustainable growth.

Successful companies do more than focus on financial results, that is why Mondelez believe in creating value for the world at large and positively impacting the lives of those around them. For Mondelez this means doing business the right way in order to drive sustainable growth.



Mondelez
International
SNACKING MADE RIGHT

Cadbury



Companies around the world are starting to focus on how they can evolve their environmental, social and governance (ESG) policies in order to meet the demands of investors, employees, customers and consumers. Until now, limited methodologies have existed to allow companies to understand the impact of consumer demand in this area.

Introducing Social Responsibility Score (SRS), the ESG brand tracker - a simple, repeatable and actionable measure of consumer perception of a brand's ESG performance. Mondelez Australia is an early adopter of this innovative data product and this case study provides an overview of the work conducted by Mondelez to date with research technology partner Glow.

Mondelez globally invest in a range of ESG programs to improve impact.

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Mondelez understand they have a responsibility to reduce their impact on the environment, have a positive impact on society & conduct themselves in an ethical, efficient and inclusive manner. While they have a strong focus in the ESG space, until now, limited methodologies have existed to allow them to:

- Understand the importance and impact of their ESG programs from a consumer perspective
- Track their ESG performance relative to the industry and competitors
- Ensure they continue to improve their positive impact on society

Mondelez have partnered with Glow to address five key objectives.

1. Understand key ESG drivers of consumer decision making, which brands perform well and why
2. Identify where Mondelez is strong (relative to competition & industry) and opportunities for future intervention
3. Identify which programs to prioritise and communicate
4. Identify real value for consumers and Mondelez
5. Clearly demonstrate how Mondelez is meeting its ESG obligations as a snacking leader

The Solution

SRS brand performance tracker.

Mondelez Australia subscribed to an SRS tracker to measure the performance of its brands and others in the category, compared to the Australian Food & Grocery benchmark.



Tracks consumer perception of brand performance relative to industry and competitors



Delivers a single score (SRS) metric across a syndicated data set containing hundreds of brands



Enables brand performance comparison within and across categories against 13 validated drivers to diagnose risks and identify opportunities



At Mondelez, I am incredibly proud of our ESG commitments & programs, and delighted that we can now forecast, track and measure this performance against consumer & industry standards, to ensure we continue to raise the bar and improve the positive impact we have on our society.



ANDRA DEMPSTER
DIRECTOR INSIGHTS & ANALYTICS

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The Results

SRS insights are being used to make impact.

Cadbury has the leading SRS for all the brands tracked within the category and scores 22% ahead of the industry benchmark.

Food and grocery brands	100
Cadbury	122
Brand A	117
Brand B	114
Brand C	113
Brand D	105

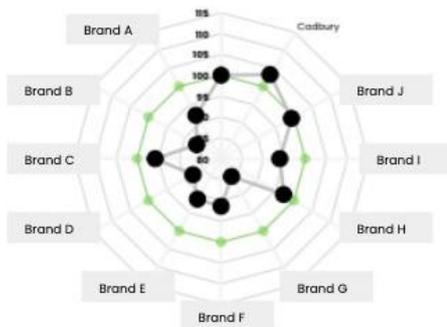
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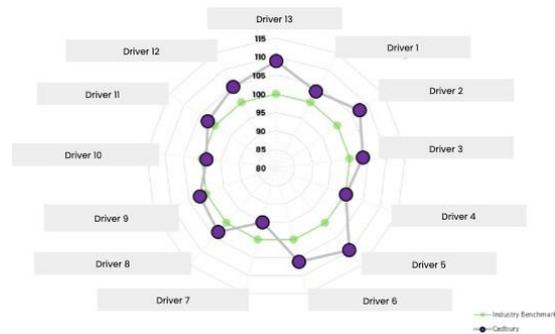
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SRS is 94% higher for people aware of any Cadbury impact program versus those people unaware

Cadbury is ahead of the industry benchmark for the majority of the SRS drivers



3



4

For specific drivers Cadbury can drill into competitive perception



Glow's ESG program has provided us with fresh and powerful insights into consumer perceptions of our ESG performance that will influence not only our program communication strategy but also our investment approach.



DION BROGAN
SENIOR CONSUMER INSIGHTS MANAGER





About SRS

Track your brand, industry & competition.



All the data in a single number

Having your score broken down into a single score metric enables you to easily track consumer perception of your performance and the impact of new initiatives.



Track your progress multiple ways

Compare scores against industry benchmarks, other brands, across different demographics and over time to identify new opportunities or potential threats to your business.



Diagnose opportunities to improve

Deep-dive analysis across the 13 core measurable driver dimensions identifies where your business is succeeding and how to improve your SRS and performance.

SRS is essential in creating and optimising your ESG strategy



Shape your ESG investments

You can use SRS data to identify the most important areas in which to start making your social, environmental and governance investments.



Optimise your current programmes

Or you can use it to measure perception of your existing ESG programs so you can optimize them to improve their consumer impact.

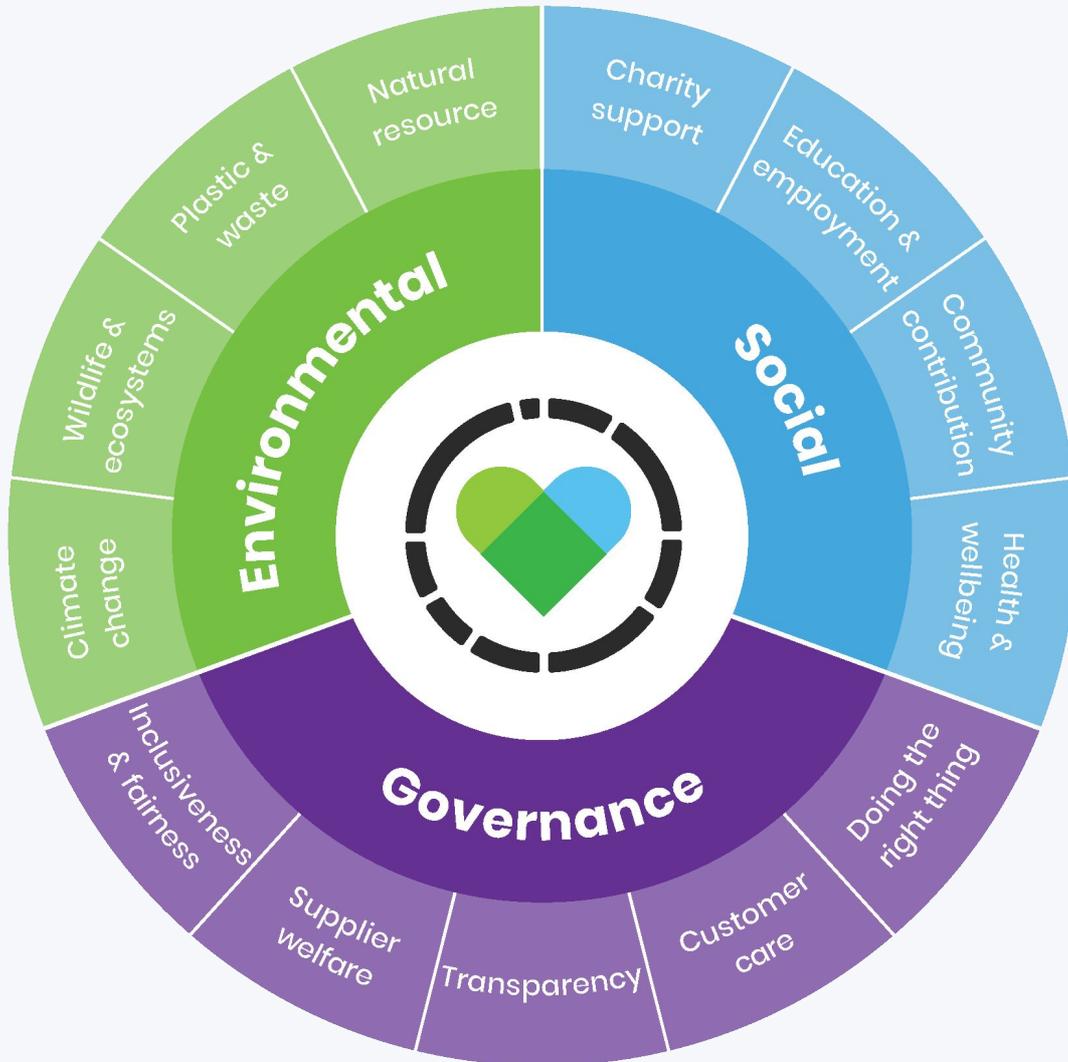


Drive winning strategies

With reliable, ongoing ESG data, you'll be able to make better decisions across your organisation, from your insights, sustainability and marketing teams all the way up to board level.

About Social Responsibility Score (SRS)

The 13 diagnostic drivers that underpin the SRS metric.



Investors, employees, retail customers and consumers are all demanding that the businesses and brands they invest their health and wealth with take a long term view of the impact they're having. We're proud to be helping them navigate that journey with quality, consistent data.



TIM CLOVER
CEO

Glow.

Glow.

See where you stand against competitors

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Glow. right. now.